PHILIP MORRIS U.S.A.

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To: J. Zoler

Date: May 14, 1982

From: Karen Eisen

Subject: Chesterfield Lights

During November 1981, a name test was conducted in which Philip Morris Lights was tested against three other names: Camel Lights, Lucky Strike Lights and Chesterfield Lights.

The results of this test showed that Chesterfield Lights performed less favorable than Philip Morris Lights and Camel Lights and at par with Lucky Strike Lights.

Attribute Rating

Smokers were asked to rate each of the names on a seven point semantic differential scale for both product and smoker attributes.

The product profile communicated by the name Chesterfield Lights was not a favorable one. Chesterfield Lights was described as poorer tasting (3.4), not very satisfying (3.4) and somewhat strong (4.4).

The Chesterfield Lights smokers were visualized as male, older and a rather ordinary type person. On the remaining six smoker characteristics, Chesterfield Lights was rated about average (3.8 to 4.2).

Attached are the Camel Lights and Philip Morris Lights tables for comparison.

Karen

KE/ng
Attachments

cc: H. Cullman
J. J. Morgan
S. P. Pollack

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Source: https://www.industrydocuments.ucsf.edu/docs/tnpj0004